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Pet Control and Training Device Invention In Search of Licensee

An innovative new product designed to address a common problem related to the walking of dogs, the ***Pet Control and Training Device***, has been developed by Sam Calvin of Petal, Mississippi. The invention's unique design provides its users with an effective method of preventing dogs on a leash from becoming a dangerous obstacle.

Dog owners know that taking care of their pets can often be equal parts joy and hassle. In addition to all of the unconditional love and affection that canines undoubtedly bestow on their owners, the reality is that they also require a considerable amount of daily attention to insure their needs are met. The regular walking of dogs outdoors is obviously one of the most common and important tasks involved in their proper care, and this can sometimes be quite challenging, especially when the animal is animated.

With this in mind, the ***Pet Control and Training Device*** has been conceived. The ***Pet Control and Training Device's*** proprietary features will help prevent potential accidents and resulting injuries stemming from dogs accidentally tripping their owners. It will allow an owner to walk and control a dog from a variety of different angles. The ***Pet Control and Training Device*** will also be competitively priced, adding to its appeal.

The inventor has also developed a working prototype that he has utilized with success. The ***Pet Control and Training Device*** is also in patent pending status with the United States Patent and Trademark Office.

Mr. Calvin now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the pet products industry are currently being targeted as candidates to eventually commercialize ***Pet Control and Training Device*** on a worldwide basis.

In June 2013, Mr. Calvin contracted product management services leader Innovation Direct™ to represent ***Pet Control and Training Device*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***Pet Control and Training Device*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.